



Buy Township. Buy Village

Buy Township. Buy Village is a new enterprise revitalization initiative geared at ensuring significant and meaningful inclusion of the people of the townships and villages into the mainstream economy of our South Africa through their own local enterprises that are supported by government and big business. One of the negative legacies of our past is the total economic marginalization of historically black townships and villages. In order to create a truly egalitarian society, it is an absolute imperative to turn townships and villages into sustainable productive economic hubs of our country.

The **Buy Township. Buy Village** Movement seeks to showcase more than 10 000 **Township and Village** enterprises through digital and other platforms so that a "Consumer Loyalty Programme" of 1 000 000 citizens that spend R100/month buying products and services from these enterprises, thereby generating a revenue of R1.2 billion/per year directly into their revenue stream and thus empowering them to become truly viable local enterprises that operate in their local environment.

This programme is a vehicle through which these existing enterprises are empowered with knowledge and specialist skills focused on growing their market share thereby guaranteeing their survival and integration into the mainstream economy. The success of these enterprises is anchored on our School of Township & Village Entrepreneurship programme that provides mentorship, training, access to appropriate business tools and digital marketing that optimize the chances of the survival and success of the local enterprises.

Our company, Business Revolution Investments (Pty)Ltd, is indeed geared at building lasting hope in this SMMEs and Co-ops sector. However, success depends on the meaningful involvement of both government and the private sector. It is for this reason that we are engaging key decision-makers in government and the private sector to enter into a mutually beneficial partnership with us to create truly economically vibrant townships and villages that produce successful entrepreneurs and create jobs at local level.



Since launching this initiative in 2016, the **Buy Township. Buy Village** Movement is growing in leaps and bounds and the support of government and business is encouraging at this initial stage. A partnership with Exxaro has led to the implementation of the programme in the provinces of Mpumalanga - Belfast and Limpopo - Lephalale. Provincial and municipal economic development agencies are being engaged on a wide scale to roll out the programme throughout the country. A partnership with Limpopo Economic Development Agency - Capricorn District is at an advanced stage of finalization and the programme will soon be implemented in Polokwane

Adopt-an-Entrepreneur

The majority of our programmes for township and village based entrepreneurs are sponsored by big business and government. We do, however, believe that such sponsorship can still be sourced from other medium sized enterprises and high profile individuals who seek to make a difference by ploughing back into the township/village communities that they come from.

The Adopt-an-Entrepreneur initiative is geared at identifying and providing a platform for community leaders like successful businessmen and women, CEOs of big companies, celebrities and other leaders of society who would like to play their part in growing the economy of the respective townships and villages that they may come from, by sponsoring a struggling entrepreneur. The idea is to have each individual sponsor commit to building an individual that will eventually build a sustainable business. For R25 000 per year, the sponsored township/village based entrepreneur will be placed on the **Buy Township. Buy Village Enterprise Revitalisation Programme**, where they will receive training, mentorship, business tools and more, all of which are intended to grow the entrepreneur and business in question..

We therefore take this opportunity to invite your organisation to lend practical support to this initiative that has the real potential of stimulating meaningful economic activity where the overwhelming majority of South Africans reside, i.e in the townships and villages. This is only possible if money in townships and villages circulates and is spent where the majority of the people live instead of all of it being spent outside of townships and villages.

For more information please contact the champions of the Buy Township. Buy Village Movement:

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